

FIG. 1

FIG. 2 is a block diagram of a system architecture for a content providing server and a reward engine, connected to a data network. The system includes a Content Providing Server (105) and a Reward Engine (115). The Content Providing Server (105) is connected to a Content Storage Device (205), a Viewer/Listener Information Database (210), and a Reward Database (240). The Content Providing Server (105) includes a Server Data Layer (215), a Content Module (220), a Viewer/Listener Information Module (225), and a Server Communications Layer (230). The Reward Engine (115) includes a Reward Data Layer (235), a Verification Data Module (245), a Reward Update Module (250), and a Reward Communications Layer (255). The Content Providing Server (105) and the Reward Engine (115) are connected to the Data Network (115) via their respective communication layers (230 and 255).

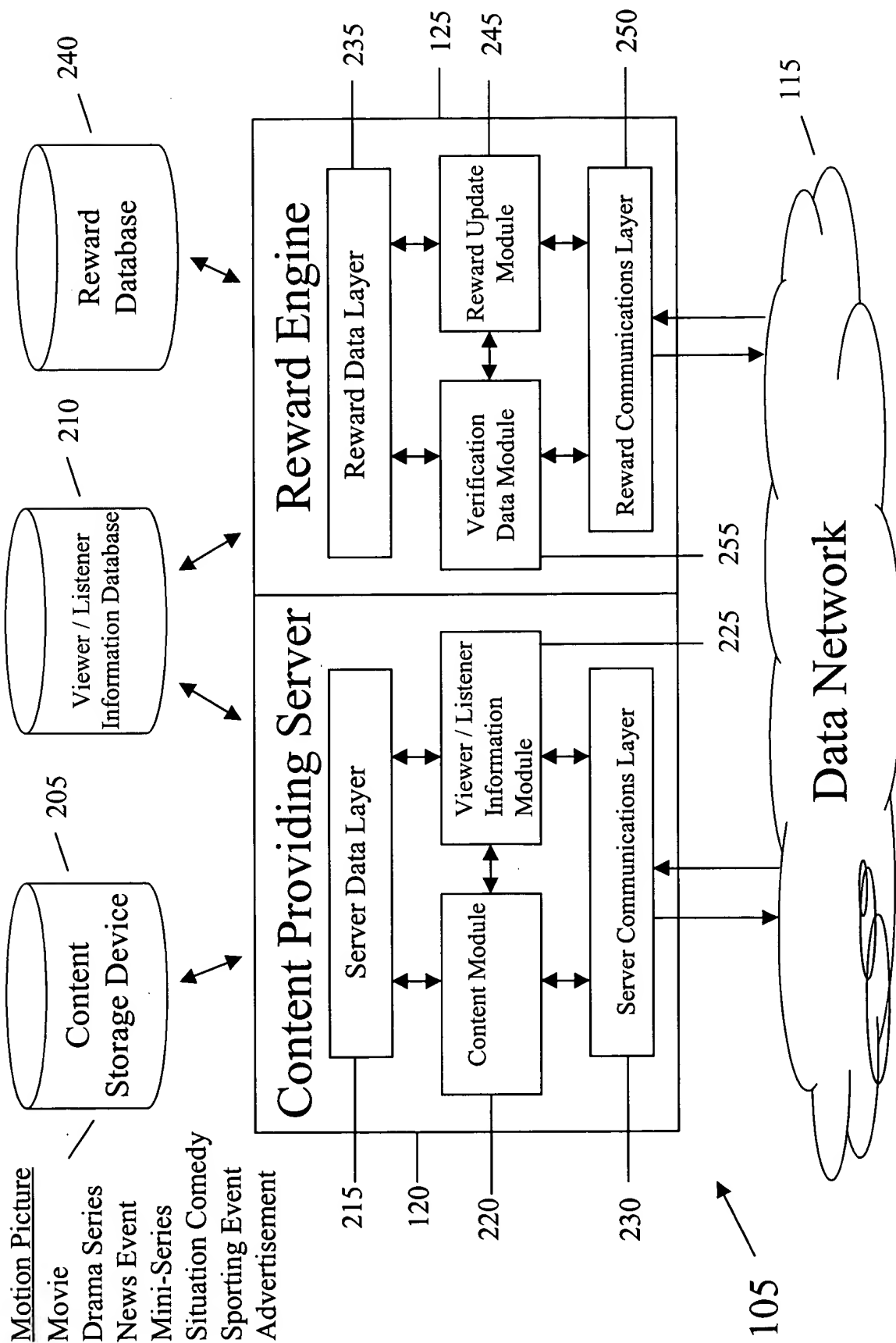
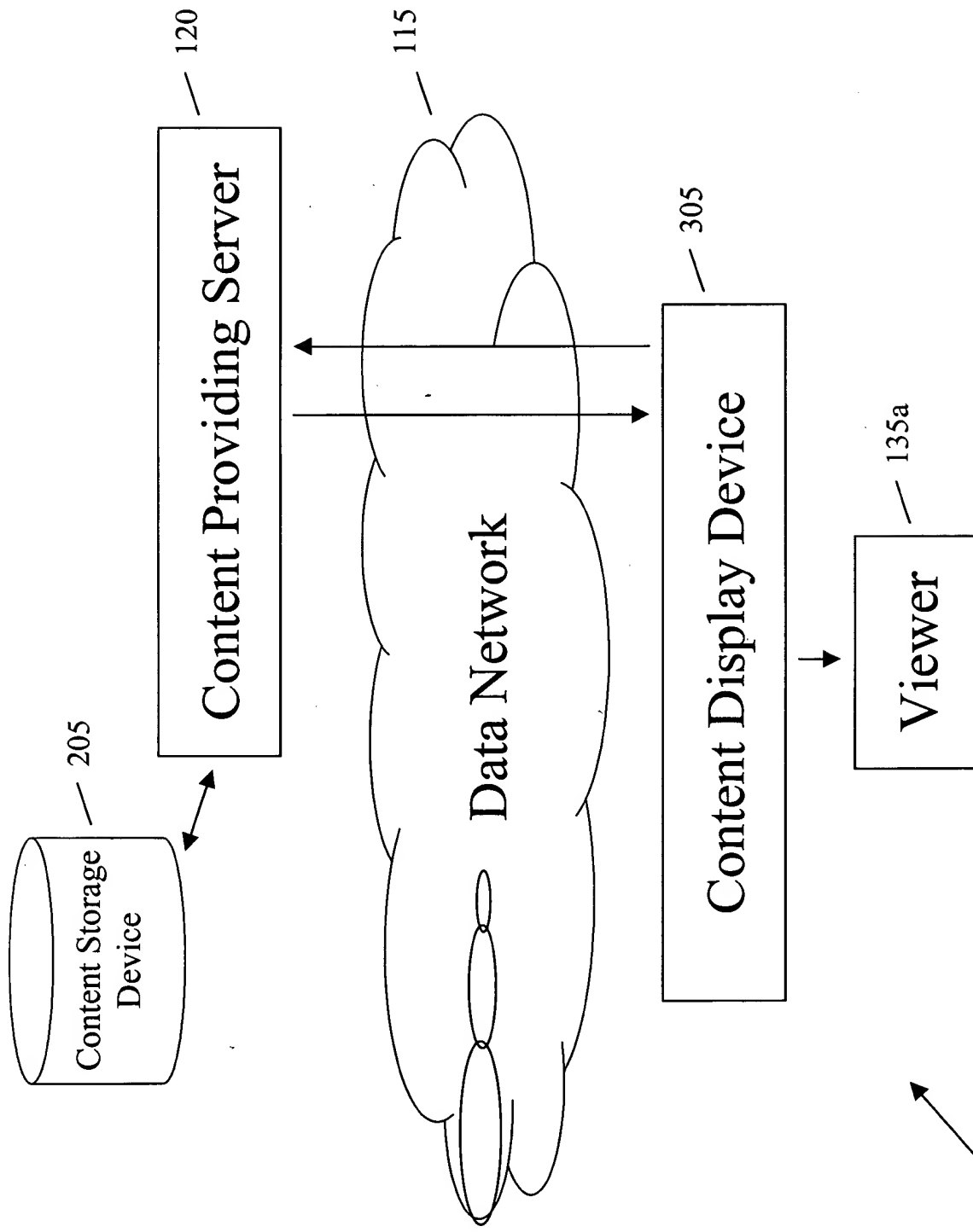


FIG. 2



300

FIG. 3

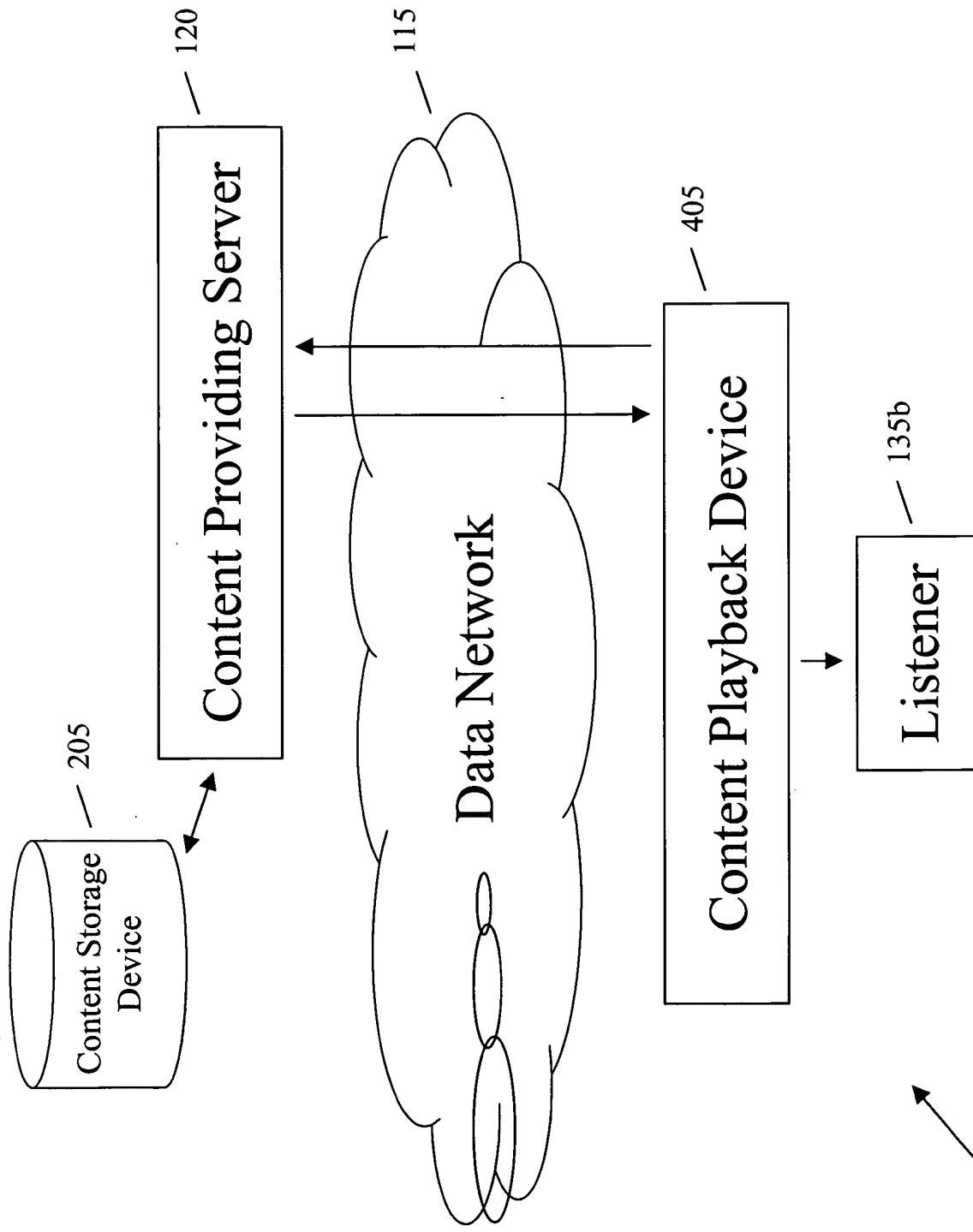
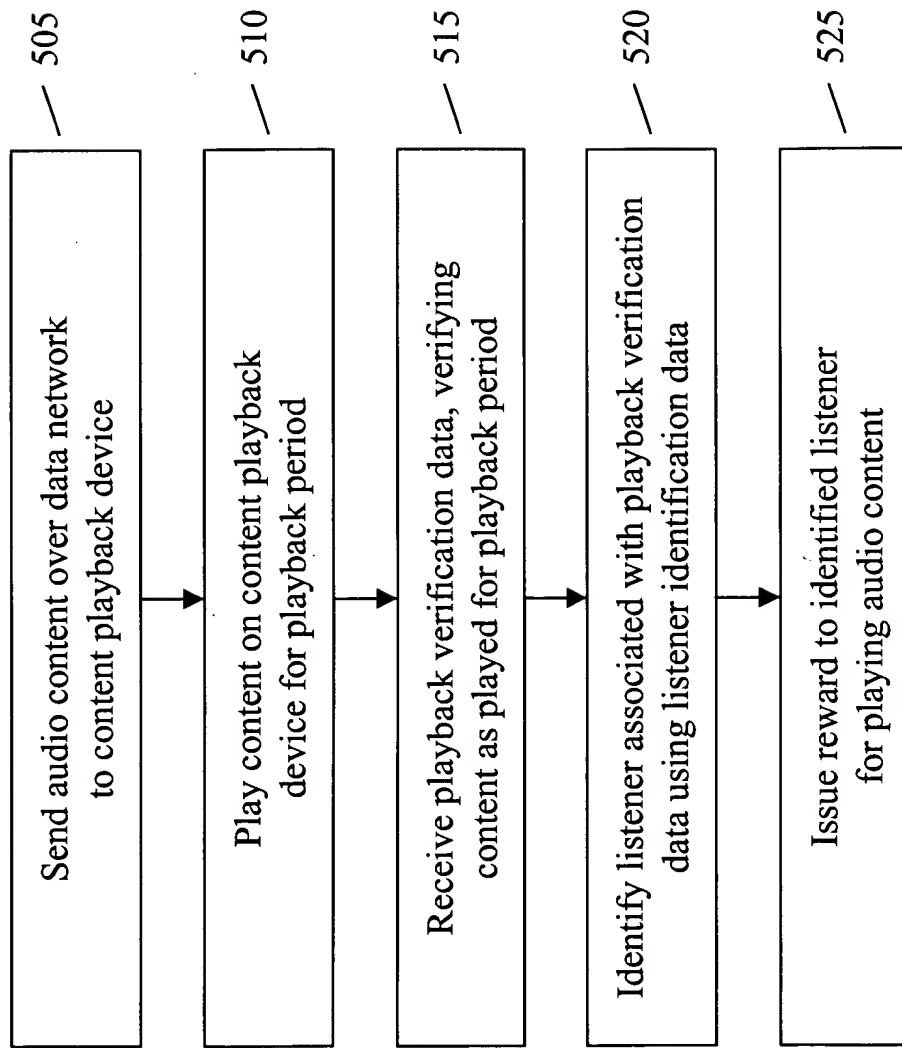


FIG. 4



500

FIG. 5

FIG. 6 is a flowchart illustrating a process for providing a reward to a viewer based on motion picture content displayed on a display device.

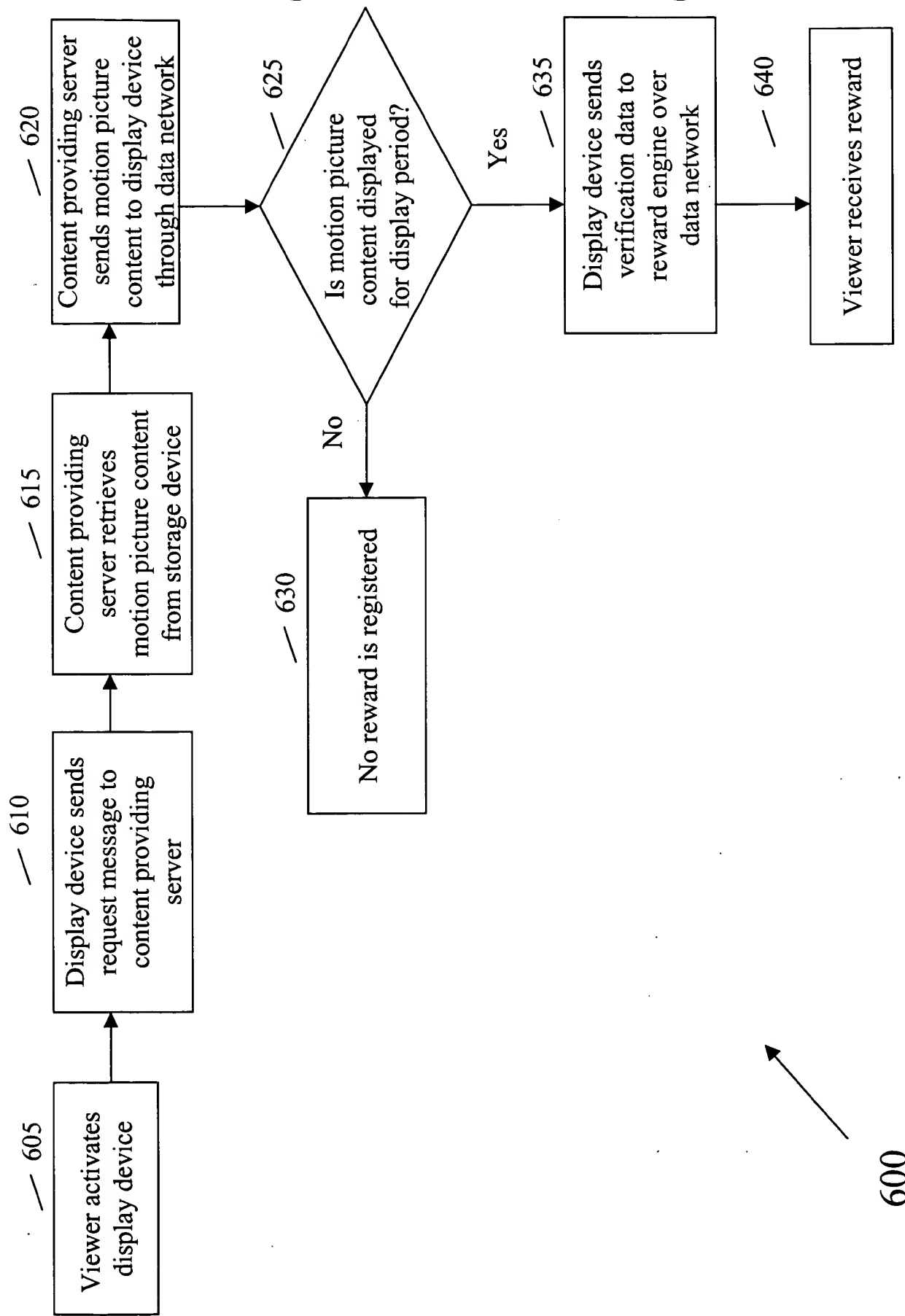


FIG. 6

FIG. 7 is a block diagram of a computer system 700 in accordance with the present invention. The system 700 includes a processor 730, memory 725, mass storage device 735, graphics subsystem 780, and output devices 745. The system 700 also includes peripheral devices 740, input devices 755, portable storage medium drives 760, display 785, and audio means 750. The processor 730, memory 725, mass storage device 735, graphics subsystem 780, and output devices 745 are connected to a system bus 780. The peripheral devices 740, input devices 755, portable storage medium drives 760, display 785, and audio means 750 are connected to the system bus 780 via a bus interface 740.

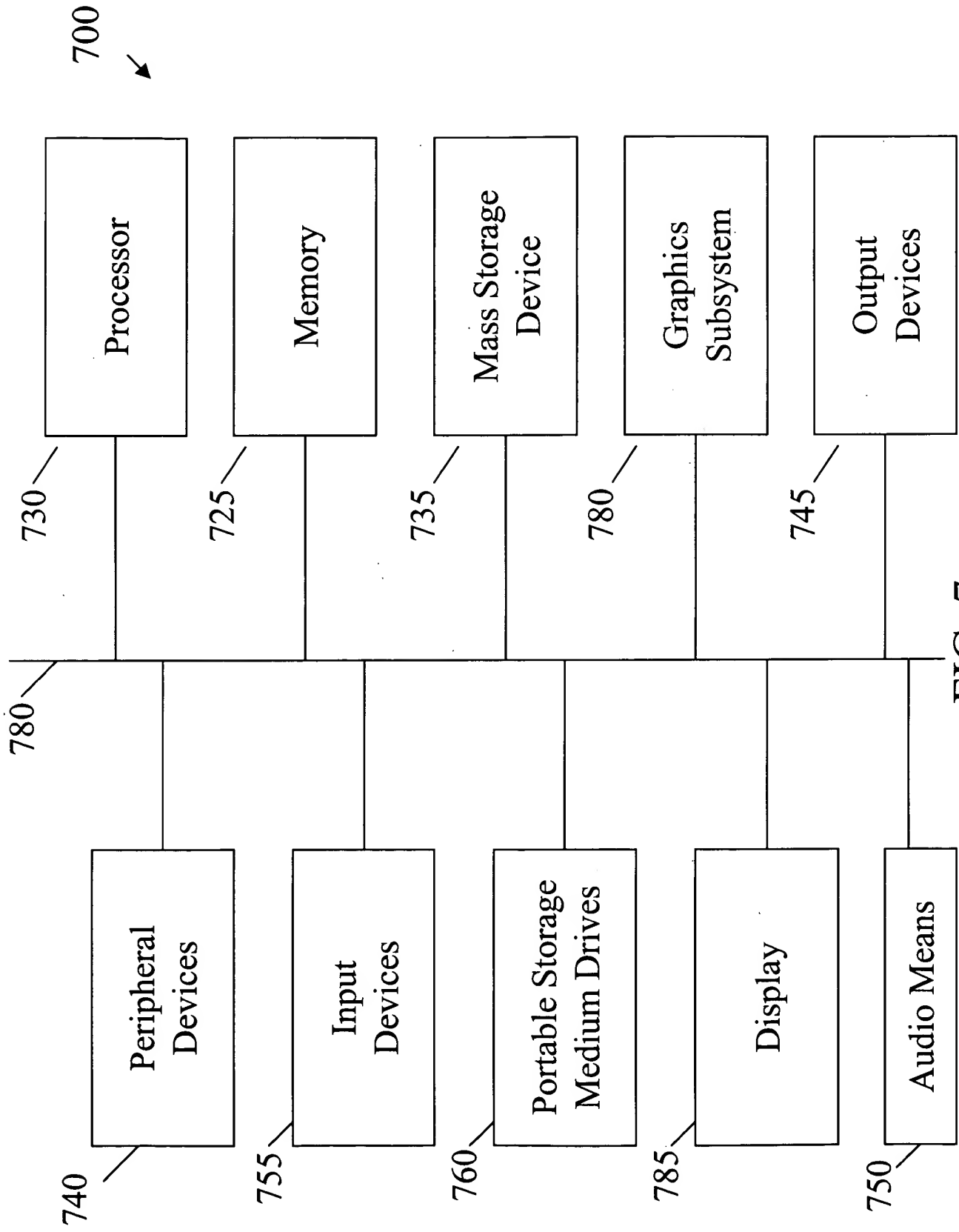


FIG. 7